

SHEAFFER'S  
*Review*  
FEBRUARY 1954



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fontaine

## A. B. 'AL' HOWARD, WORKS MANAGER TO RETIRE AFTER 33 YEARS OF SERVICE

A. B. Howard, who rose from a punch press operator to works manager, will retire the end of this month after 33 years service.

Better known as "Al" to the hundreds of men and women who worked under him, the retiring works manager started with the company October 15, 1920, in the Pencil Mechanism Dept. after a wide and varied career. Following



A. B. HOWARD

his graduation in 1911 from Iowa State College where he studied engineering, Al became a partner in a poultry farm. A year later he decided to take a job in Florida as a clearing contractor and citrus grove manager at Lake Hamilton and lived there until 1915 when he moved to Oquawa, Ill., to take a job as a clerk.

After a year of clerking, he became foreman of the TNT division at the Rock Island Arsenal and later assistant to the chief inspector in the ammunition building. He left the Arsenal, joined the pen company and three years after coming here was made foreman of the Pencil Dept., a job he held until 1931 when he was made department manager of the Radite and Holder Depts. He was again promoted on Jan. 1, 1939—this time to assistant superintendent of production and in 1942 was given the added job of handling the preparations for the War Division and managing the division until January 1945 when all government contracts for fuses were completed. He was appointed works manager in November 1946.

Al doesn't intend to sit around and take it real easy after he retires. As anyone who has been associated with him well knows, Al was never one to take it easy. His outdoor hobbies like hunting, fishing, dogs and even raising flowers will take up a large share of his time. And on those rainy and wintry days when the weather doesn't permit such pastimes, Al's hobby of collecting rocks and minerals will keep him busy in the basement of his home where he has an elaborate collection of rocks and minerals from all parts of the world. Motor trips to various parts of the country also will help to keep him occupied, he figures.

"And of course, in between times, I'll be dropping by to say hello to the folks around the plant," he added.

## Distinguished Salesman Award Won by Mike Guillot

Mike Guillot, our Sheaffer salesman in the Philadelphia area, was picked as the top distinguished salesman in the company as a result of his outstanding sales performance from September through December.

As a reward for his outstanding sales record, Mike was honored at a



MIKE GUILLOT

\$50-a-plate dinner given by the New York Sales Executives Club recently at the Waldorf-Astoria Hotel in New York. In addition, Mike was presented with a gold trophy, symbolic of his sales prowess. The award was presented to Mike by former Postmaster General, James A. Farley.

Three other salesmen were named distinguished sales men on the basis of performance in their respective divisions. They are Doug Runnels, who led the Central Division; Cliff Johr, tops in the Southern Division; and Tom Byrd, who headed the Western Division salesmen.

Mike, who not only led other salesmen in the Eastern Division but throughout the company as well, is a fairly recent comer to the sales organization. He joined the company Dec. 4, 1950, and three months later was assigned to the Fond du Lac, Wis., territory where he worked until June 16, 1951 when he was transferred to the New Castle, Pa., territory. He was assigned the Philadelphia territory on Jan. 1, 1952.

### In the Mailbag

When E. E. Corson purchased his Sheaffer pencil a number of years ago, he had no idea how important it would ultimately prove to be. Recently he found out however and then took time out to let us know how grateful he was for his Sheaffer pencil.

#### CORSON BUICK CO.

E. E. Corson, Owner  
215 Thompson St. Jersey Shore, Pa.

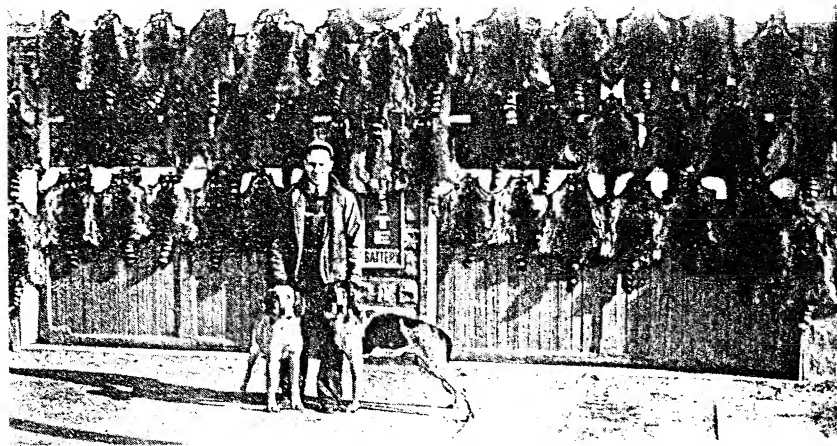
December 30, 1953

W. A. Sheaffer Pen Co.  
Fort Madison, Iowa  
Gentlemen:

*Enclosed in package is a pencil which has a story attached to it. When I purchased this pencil I was told it had a life time guarantee. This I found to be true as it did save my life.*

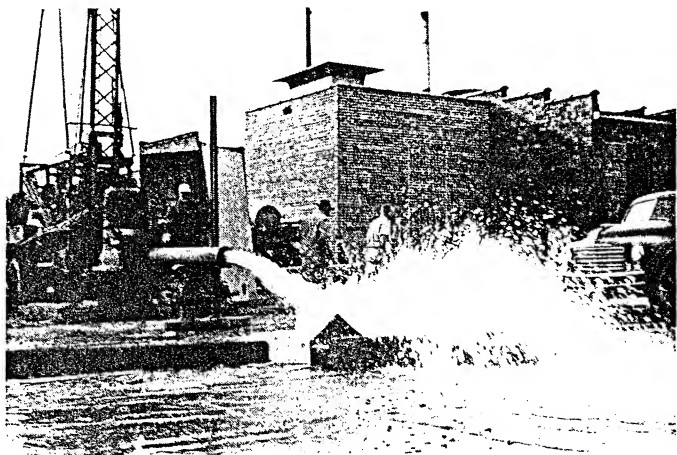
*A few days ago I was repairing a motor which was turning up at a very high speed, when suddenly it blew up. A piece of steel struck me like a bullet right on the breast shirt pocket where I was carrying this pencil. When you look this pencil over you will see the results. Had not this pencil been there it would no doubt have pierced my heart.*

Thanks to a Sheaffer Pencil.  
Very sincerely,  
E. E. Corson



Melvin Hall (Maintenance) and his dogs with 42 coons which they killed in southeast Iowa during the past season.

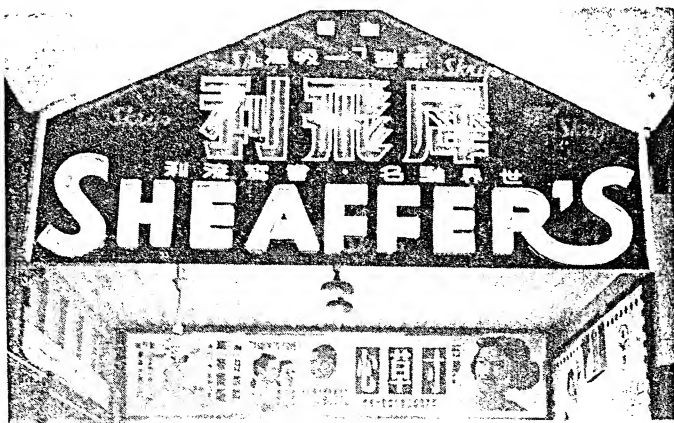
# Goings On . .



The artesian well supplying the Tool & Die plant gushes water during a trial run following the installation of a new well casing. The well has a capacity of 1500 gallons a minute although its normal operating capacity is somewhat less than this.



Harry Emerson (L) (Purchasing) presents a new Snorkel fountain pen to Bandleader Horace Heidt after the famous dance band leader visited Harry and Pete Jungbluth (R) (Gold Nib) between shows at the Edgewater Beach Hotel in Chicago.



Wherever you go you find Sheaffer's. This massive sign over the Hong Kong ferry entrance serves as a daily reminder to the half million people who pass beneath that Sheaffer's offers the finest in writing instruments. The sign is larger than the one atop the main plant.



Ben Hotop (L) (Inspection) looks on as President W. A. Sheaffer II presents a gold desk pen to Herman Hellige (R) (Occupancy). The presentation of the pens to Ben and Herman marked the completion of 30 years service with the company for each.



# Modern Deadeye Dicks

Leo Kirchner (Engineering) draws a bead on the bullseye during one of the practice sessions at the Ft. Madison prison target range.

Almost any Wednesday night you can find a group of Sheaffer people gathered together in the basement of the State Prison's power plant banging away with rifle or pistol at the targets lined up on the far end of the prison's indoor firing range.



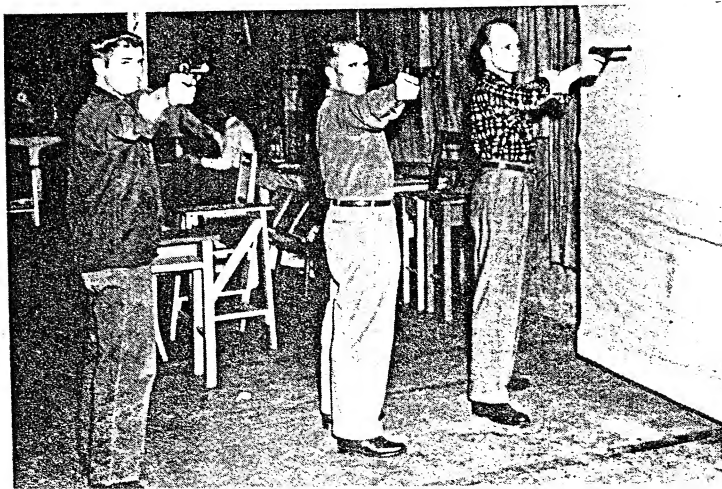
Tallying up the target score after a session of pistol practice are left to right, Clarence Crosley (Gold Nib), Howard Frey (Inspection) and Leo Kirchner (Engineering).

They're members of the Ft. Madison Rifle and Pistol Club which was organized in 1934 and now competes with rifle and pistol teams from Illinois, Iowa, Missouri, Kansas and Alaska. Known officially as the Illowa League, the league is actually a "paper" league whereby the various member teams shoot on their own ranges and then mail their targets to the league headquarters which compares and rates the various teams.

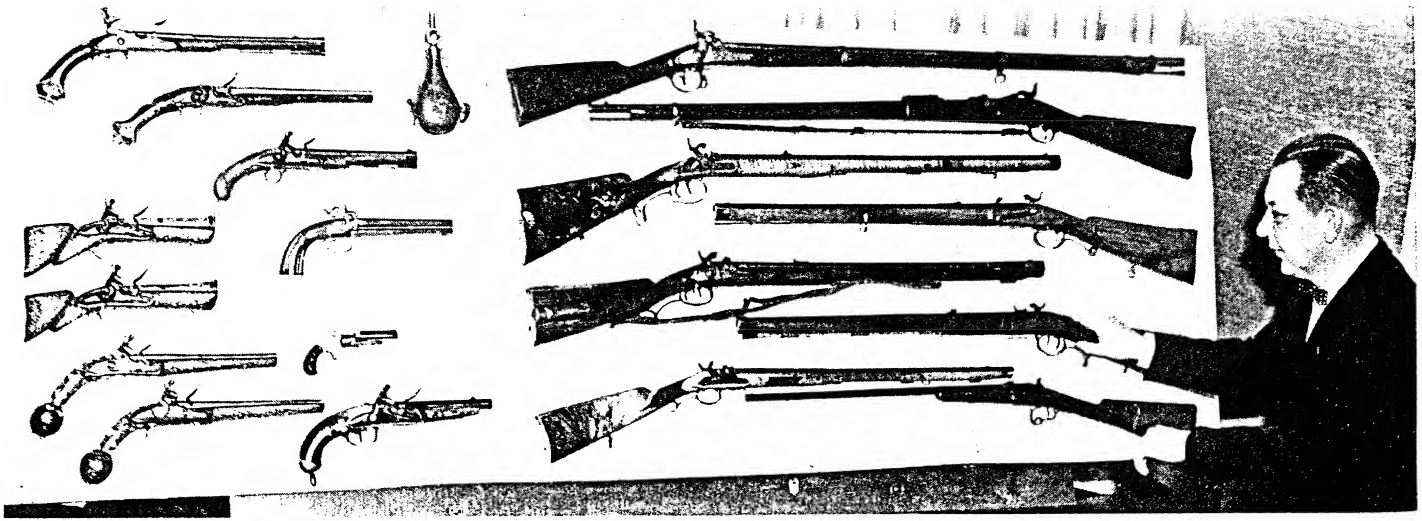
The Sheaffer Pen Company is well represented on the Ft. Madison team with 14 members. They are Leo Kirchner (Engineering), president of the local club; Howard Frey (Inspection), secretary-treasurer; M. B. Gordon (Development), Barney Barnes (Screw Machine), Karl Yeager (Maintenance), Floyd Sells (Screw Machine), Clarence Crosley (Gold Nib), Harold Lightfoot (Stores and Warehouse), Jimmy Waterman (Receiving), Charles Bostrom (Gold Nib), Frank B. Wallis (Works Managers Office), Harry Wallis (Metal Fab), Wayne Mitchell (Inspection) and Stan Fairlie (Addressograph).

The Ft. Madison club's pistol team ranks seventh among 24 teams in the league and its rifle team is 20th among 42 teams.

Three sharpshooters draw a bead on the bullseye. Left to right are Wayne Mitchell (Inspection) Barney Barnes (Screw Machine) and Clarence Crosley (Gold Nib).



Gunning for a bullseye is this trio of riflemen who meet every Wednesday night for a practice firing session at the State Penitentiary's indoor range. Left to right are Stan Fairlie (Addressograph), Leo Kirchner (Engineering) and Howard Frey (Inspection).



Looking over part of his valuable collection of ancient rifles and pistols is John Masterpole (Inspection) who has spent more than 10 years assembling these old weapons in this country and

Europe. Many of these guns, which are in excellent condition, date back to the 17th century.

# Blunderbuss Bonanza

**M**ENTION old flintlocks, matchlocks or wheellocks to John Masterpole (Inspection) and his eyes light up with interest. The reason, of course, is that these ancient weapons hold a special fascination to John, who, in the course of the last 10 years has acquired a fine collection of old rifles and handguns dating back to the 17th century.

He originally became interested in collecting ancient firearms in the early '40s while helping another collector round up old rifles, pistols and revolvers for his collection. John decided, after doing this for awhile, that it would be a lot more fun to do the same thing for himself. The start of his collection was an old post-Civil War pistol which he bought in Cedar Rapids from another collector.

In the ensuing years, his collection grew as he managed to buy another pistol, swap for a rifle or was given a gun by some friend who knew of his interest in old weapons. Today, John's collection numbers about 30 firearms, most of them representative of the fine work of early 17th, 18th and 19th century German, French, Belgian, Turkish and Southern European gunsmiths.

## *Expensive Hobby*

Collecting these ancient firearms comes under the heading of "expensive hobbies" John readily admits and for that reason the building of such a collection is a slow and methodical process. He generally plans on adding at least one or two guns to his collection each year — which is understandable since ancient firing pieces such as John is interested in run anywhere from a couple of hundred dollars apiece up to \$600 or \$700 each.

Although John modestly says he's still an amateur gun collector, his array of guns includes some pieces which would do justice to any professional's collection. For instance, there's an early German flintlock pistol (upper left hand corner of display board) with a fine wrapped Damascus steel barrel and elaborate gold findings in the pistol grip, the butt, trigger-guard and side plates. Then too, there's a pair of Southern European pistols which resemble miniature blunderbusses. The barrels and stocks of these pistols are ornately inlaid with silver and pearl. The guns are valued at \$600.

But the pride of John's collection is a battered old flintlock pistol which he hopes someday to restore enough to be able to hang with his other pieces. The wood on this pistol has largely deteriorated but the metal itself is still in good shape. The entire ornamentation of the gun is solid silver elaborately tooled and fitted with jewels. Actually the wood in the gun is at a minimum since heavy silver is used wherever possible.

While John's interest lies in ancient (and mainly European) rifles and handguns, his collection does include two early American rifles. These, he explains, will form the basis for the Springfield rifle line which he hopes to develop by acquiring various other models of the Springfield which show the development and changes of the gun.



John looks over an ancient flintlock pistol, one of a pair which he located in Europe. The guns, which resemble a miniature blunderbus, are elaborately inlaid with silver and have brought offers from dealers of up to \$600 for the pair.

# SHEAFFER'S REVIEW

Vol. 7 FEBRUARY No. 2

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W. A. SHEAFFER PEN COMPANY

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Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## Mailing The Review

A number of employees have mentioned the fact that they are receiving several copies of the Review each month at home due to the fact that they and several other members of the family are either employed by the company or are stockholders and all live in the same house.

Some of these people felt it was needless duplication and a waste of money to have two or three or four copies of the Review mailed to their homes and asked that we change our mailing list to correct this. We have been glad to do so because it results in a savings in printing and mailing costs. Savings, even on small items such as these, all help to increase the amount of money available for profit sharing payments and dividends.

Every employee and stockholder is, of course, entitled to a copy of the Review each month. However, if more than one copy is being delivered to your home address and you feel that this is unnecessary, please let us know and we'll be happy to correct our mailing list.

## Returns From Canada

Marie Weckbach (Export) recently returned from the new Canadian plant at Goerich, Ontario, where she spent a week helping to organize and set up the Canadian company's Export Department.

## Sheaffer Women Beat Rockford Showcase Bowlers In Challenge Match At Clubhouse

The Sheaffer women's bowling team defeated the highly regarded Rockford Showcase and Fixture Company keglertes from Rockford, Ill., in a challenge match at the Sheaffer clubhouse recently.

Members of the Sheaffer team included Joanne Cramberg (Metal Fab), Dorothy Bendlage (Gold Nib), Lorena Wilcox (Gold Nib), Darlene Cornell (Sales) and Madalynne Parish (Works Managers Office).

## Canadian Company To Carry Gleason TV Show In Canada

Our Canadian company will co-sponsor the Jackie Gleason TV show in Canada for a 13-week period starting March 13, President Leon H. Black announced.

"The Gleason show will give us an opportunity to acquaint the people of Canada with our new Snorkel fountain pen and to demonstrate visually the many advantages this messproof pen offers," the president of the Canadian company said.

Canadian viewers will see the Gleason show over TV stations in Montreal, Toronto, Ottawa, London (Ont.) and Vancouver.

Ultimately the company hopes to expand TV coverage to other important Canadian markets. The Gleason show is currently seen over approximately 92 stations throughout the United States under the sponsorship of the parent company.

## On the Cover



Pretty Dorothy Flynn (Inspection) believes in being well prepared when it comes to writing her valentines so she borrowed this king sized Snorkel fountain pen to do justice to her king-sized valentine.

In winning the three game handi-cap match, the Sheaffer girls amassed 2375 pins to their opponents 2285. Led by Madalynne Parish with a 475 total, the Sheaffer team took the lead in the first game and never relinquished it. Their three game total was 790, 801 and 784 while Rockford rolled 684, 801 and 800.

Other scores were: Darlene Cornell 468, Lorena Wilcox 459, Dorothy Bendlage 394 and Joanne Cramberg 390.

The Sheaffer team plans to meet the Rockford girls in a return match at Rockford later this month.

## Stan Shepherd Heads Chamber Committee

Sales Auditor Stan Shepherd has been named general chairman of the Ft. Madison Chamber of Commerce's "Keep Ft. Madison Ahead" as the city of the future.

Stan will direct the activities of the five-week campaign which is aimed at obtaining additional funds for the chamber in order to place it in a stronger and more aggressive position to develop and encourage expansion and improvements in Ft. Madison.

## The "Average" American

Who is the average American?

Statistically he is a man—or woman—about 47 years old, with a spouse and two children. He lives in a house which he owns somewhere in the mid-west. He is a high-school graduate. His income is somewhere between \$3,500 and \$4,000. He has a television set, 1-2 10 cars, 2-8/10 radios, a 1947 refrigerator. He has about \$1,150 in the bank or in some kind of savings. He goes to the movies twice a week and takes a two-week vacation every year with his family. Either his mother or father is still alive and one member of that generation, either his or his wife's parents lives with them.

## Service Anniversaries

### — 25 YEARS —



Emma Cox  
(Pencil)



Orville Arnold  
(Cashiers)



Dorothy Benner  
(Gen. Adm. Oper.)



Hannah Rasmussen  
(File)

### — 20 YEARS —

Edna Sayers.....(Pen Assembly)

### — 10 YEARS —

Otto Herrmuth.....(Pen Assembly)

### — 5 YEARS —

Irene Roth.....(Plant #3)

## Activities Committee Membership Election Set

Every department in the main plant will be represented on the Activities Committee this year. The number of representatives in each department will be equal to the number the department has on the WASPCO Council.

Employees will nominate candidates this month and the election will be completed in time to seat the new Activities Committee members at the first meeting of the committee in March.

By having each department in the main plant represented on the committee, it is felt that interest in the various activities sponsored by the group will be increased and that the program as a whole will receive fuller support and cooperation.

## Kenny Hart Finds Relaxation Hazardous

What started out as a fine weekend, recently wound up in a different light, at least as far as Kenny Hart (Stock and Warehouse) was concerned.

On Friday evening he decided to join Melvin Hall (Maintenance) on a coon hunting expedition west of Ft. Madison. Things went fine until one of Melvin's dogs cornered a big old coon. Kenny reached down to grab the dog but the hound sidestepped and as Kenny explains it, instead of grabbing the dog, he reached too far and grabbed the coon's tonsils instead. The coon objected and promptly made his objections known by clamping down on Kenny's finger and puncturing it so badly that it resembled a lawn sprinkler.

The next day Kenny was working on his parent's new home helping to install a gas hot water heater. After connecting up the lines he discovered no gas coming through. A little adjusting fixed that, but not before the flame from the gas, ignited by a pilot light, scorched his eyebrows and hair.

### Hockey Hazardous

Well, thought Kenny as he ventured forth on Sunday for a nice relaxing game of hockey, nothing more can possibly happen. After donning his skates and taking a few trial spins around the ice and a couple of swings with his hockey stick, he joined a group of youngsters on the river for a fast game. Everything went fine until one of the youngsters unlimbered his hockey stick in an effort to stop Kenny—and stop him he did. The stick missed the puck but not Kenny, who woke up flat on the ice with an ugly gash over his eye.

By Monday, it's a fair guess that Kenny was more anxious than most people to get back to work where he figures he's safer than he is while supposedly relaxing and enjoying himself.

### Finley Heads Scouts

Jack Finley (Traffic) was elected president of the Southeast Iowa Council, Boy Scouts of America, at the council's annual meeting in Burlington recently.

## Jack Asthalter Named Merchandising Manager

Jack Asthalter, eastern sales manager since 1946, has been promoted to merchandising manager.



J. H. ASTHALTER

In his new capacity, Jack will supervise and coordinate the company's intensified national campaign against illegal price cutters. In addition, he will handle general sales promotion and serve as liaison between sales and the various other departments in the company.

A native of Muscatine, Iowa, Jack was graduated from the State University of Iowa in 1936. He joined the company in 1939 as a sales correspondent and later was a salesman in the Chicago area before being named eastern sales manager.

### Gets Operator's License

One of the newest members to join the "ham" radio operators around the plant is Scuffy Scarff (Maintenance) who recently received his novice license after successfully passing FCC tests at Davenport. Now Scuffy is busy studying for his general license which he hopes to get next spring.

### Activities Committee Meets

The Activities Committee held its annual dinner recently at Flora Thums. The committee originally planned to meet at Lima, Ill., but bad weather forced a change in plans. Eleven members attended the dinner.

## Strictly for Ladies...

That tasty Thousand Island dressing that John Charters serves in the cafeteria has provoked a number of inquiries from some of the ladies who would like to try it at home.

As a result we've managed to persuade John to open his recipe vault and disclose the precious ingredients that go to make up this tasty concoction.

Here 'tis:

### THOUSAND ISLAND DRESSING

- 2 tablespoon parsley (chopped fine)
- 1 tablespoon onion (chopped fine)
- 1 tablespoon green pepper (chopped fine)
- 1/2 teaspoon pimiento (chopped fine)
- 1 hard boiled egg (chopped)
- 1 1/2 cups mayonnaise
- 1/2 cup chili sauce

Mix all ingredients well. Store in a glass jar in refrigerator.

## Men's Bowling Team To Compete In State Tourney

Six employees will represent the company in the men's State Bowling Tournament which will be held in Muscatine during March and April.

Those who will make the trip to the state tournament are Bud Huffaker (Tool Room), Mac McDonnell (Maintenance), Ray Hughes (Pencil), Charley Fichtenkort (Pencil), Bob Consbrock (Drafting) and Roy Neal (Lab).

No definite date has been assigned the Sheaffer team in the tourney but it is expected the keggers will compete sometime early in April.

The trip is being sponsored by the Activities Committee.

## Correction

The picture on Page 3 of last month's Review erroneously conveyed the impression that S. L. Daugherty (Manager, Plant 2) and Bill Gillett (Plastic Fab) also were presented solid gold desk pens at the same time Charles Rhoer (Repair Parts) and Charles Campbell (Plastic Fab) received theirs. Actually they were merely there to witness the presentation. Bill received his 30-year award a number of years ago. Sam celebrates his 30th anniversary later this year.

## UP THE SHEAFFER LADDER



KENNETH MINER

**K**ENNY Miner's natural interest in machines, tools and engineering proved a valuable asset and one which helped him move up the Sheaffer ladder steadily since joining the company in 1942.

Born on a farm north of Donnellson in Lee County, Kenny displayed an interest in things mechanical even in those early days when he helped his father around the farm. But his ambition lay elsewhere than on the farm, and following his graduation from Donnellson High School, Kenny went to work in an automotive and electrical shop in Donnellson for the next three and a half years. He left to take a job in a garage in Keokuk and eventually was made assistant service manager.

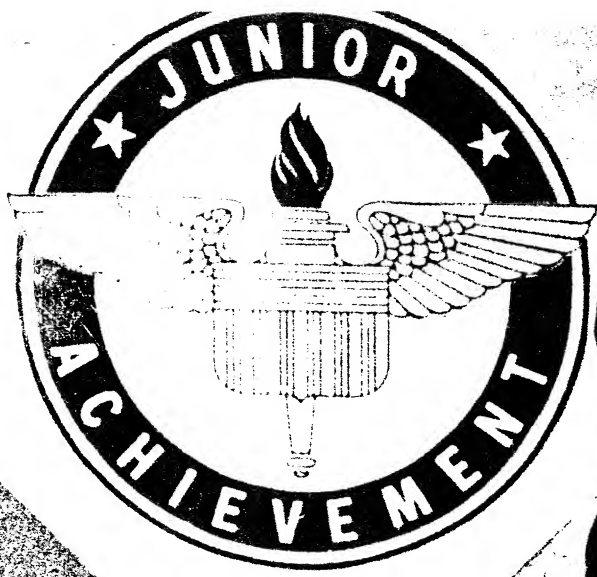
One day, while visiting his brother, Ray, who was then working in Dana Bushong's Ft. Madison jewelry store, Kenny heard that Sheaffer's was looking for screw machine operators. After the fine comments he had heard about the company, he decided then and there to look into the job possibilities here. He filed an application and on April 13, 1942, went to work as a screw machine operator.

About three months later, Kenny was transferred to the War Division and subsequently was promoted to a shift supervisor in the Screw Machine Dept. Following the war, and the dissolution of the War Division, Kenny was transferred to the Engineering Dept. in 1947 as a process engineer. During the next five years he worked as a process engineer in the Metal Fab and Pencil Depts. He was promoted to his present job as product engineer in August, 1952.

Although he played right field and first base on his high school nine, Kenny now concentrates on Jaycee activities, boat building, hunting and fishing in his spare time. A 21-foot cabin cruiser which Kenny and his brother finished in their spare time last year furnishes him with an opportunity to tinker with tools and machines between cruises on the Mississippi.

Kenny is married and has one boy, a sophomore in high school.





SHEAFFER'S  
*Review*  
APRIL 1934



## C. R. SHEAFFER ELECTED CHAIRMAN OF BOARD

Craig R. Sheaffer, former assistant secretary of commerce, has been elected a director and chairman of the board of the Sheaffer Pen Company by the company's directors.



C. R. SHEAFFER

The board also elected John D. Sheaffer, who has been a director and member of the executive committee, to the newly created post of vice president in charge of foreign manufacturing. In this new job, he will take over the supervision of foreign manufacturing which was formerly handled by Vice President Grant F. Olson.

Foreign sales, which also were han-

(Continued on Page 7)



JOHN D. SHEAFFER

## VICE PRESIDENT GRANT F. OLSON KILLED IN SINGAPORE PLANE CRASH

Grant F. Olson, 48, vice president in charge of advertising, foreign service and defense, was killed March 13 at Singapore in a plane crash which took 33 lives.

Mr. Olson, who was on a business trip to Australia and the Far East, flew to Australia early in February after a short stopover at Hawaii. He had been in Australia about a month working with officials of the W. A. Sheaffer Pen Company of Australia, Ltd., at Melbourne and was enroute to Singapore when his plane crashed. A representative of the Borneo Company, Sheaffer's distributor at Singapore, was at Kallang Airport to meet Mr. Olson when the crash occurred.

A native of Two Harbors, Minn., Mr. Olson was graduated from the University of Illinois in 1928 and joined Sheaffer's as a sales correspondent in August of the same year. He was appointed assistant export manager in January 1930; export manager in April 1931; advertising manager and export manager in March 1932, and director of advertising and foreign sales in January 1945.

Mr. Olson was made a vice president and member of the board November 5, 1946 and was appointed to the executive committee in 1951. In addition to the executive posts which he held with the parent company, he was also a director of the company's Australian, British and Canadian subsidiaries.

He was granted a leave of absence from the company in February, 1953,



GRANT F. OLSON

to serve as administrative assistant to Secretary of Commerce Weeks, assigned to serve under Craig R. Sheaffer, then assistant secretary of commerce. Mr. Olson remained in Washington until last June when he returned to his post as vice president of the Sheaffer Pen Company.

In connection with Mr. Olson's death, the Board of Directors adopted the following memorial resolution at a recent meeting:

BE IT RESOLVED, That we the directors of this company record with profound sorrow, the tragic death of Vice President Grant F. Olson in Singapore on March 13, 1954.

In his death, we have lost a wise counsellor and a close friend who gave generously of his time and talents, not only to the company but to the community as well. His high example during the years he so faithfully served this company will serve as an inspiration to all who were privileged to know and work with him.

BE IT FURTHER RESOLVED, That a copy of this resolution be presented to Mrs. Olson and her son to whom we extend our deepest sympathy and condolence in this time of separation and grief.



KARL F. DINNAUER



Safety Director Chet Sloan presents Carl Conratt, who retired recently from the Occupancy Dept., with a retirement gift from fellow workers in the department.

# Goings On . .



Executive Vice President G. A. Beck (R) presents Chief Engineer Max Oehler with a solid gold desk pen commemorating the completion of Max's 30th year with the company.

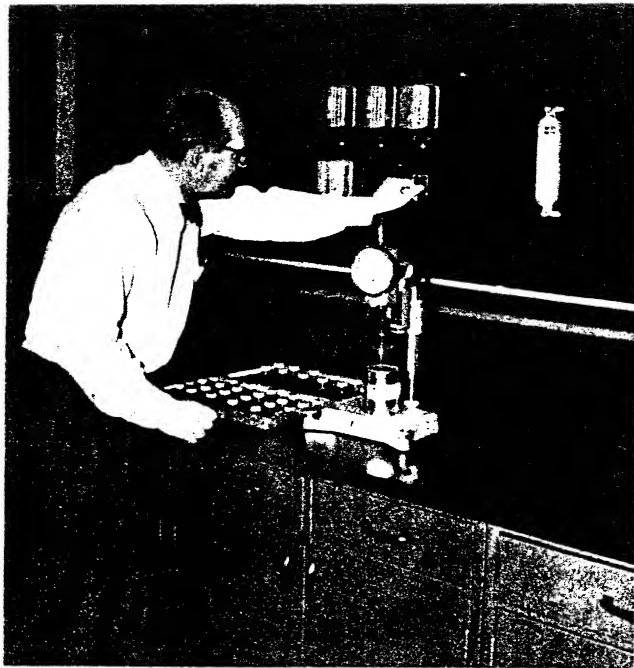
Some of the 80 dealers who participated in the recent Merchandising Clinic sponsored by the company are shown during one of the clinic sessions in the auditorium.



L. J. Frantz (L), secretary of the company, receives his 25-year service pin from President W. A. Sheaffer II.



Members of the new Activities Committee gather at the clubhouse for their first meeting of the season. Red Ellertson (Personnel) is shown addressing the new members.



In this specially constructed climate control room, Sheaffer pens, pencils, ballpoints and leads undergo various tests to make certain they will provide the finest service to the customer. C. H. Lindsly, director of laboratories, makes an adjustment in one of the many controls used to regulate testing conditions.

In a small double-doored room within the Sheaffer Pen Company's research laboratory, they're putting on the heat to develop better writing instruments and writing fluids.

This 10-by-14 foot chamber is more than just an ordinary room. Actually it's a "torture chamber" where writing instruments, fluids and the various raw materials that go into a pen or pencil undergo severe testing. Walls, ceiling and floor of this room are insulated by four inches of cork and admittance is gained through a pair of heavy vault-like doors.

Employees in the lab affectionately refer to this as the "cork room," a name they attached to it during its construction when huge amounts of cork kept arriving at the lab for insulating the room.

The room is especially designed to provide a temperature range of from 20 degrees F. to 140° F. and humidity readings from 15 to 85 per cent.

"Lower temperatures than these are unnecessary for our purposes," explains C. H. Lindsly, director of laboratories, "because of the freezing point of writing fluids."

#### *Special Ventilation*

Because of its location, the "torture chamber" is equipped with a special ventilation system which provides an air change every 40 seconds. By a series of controls, it is possible to recycle any part of this air if necessary or provide a complete new change of air.

Normally the room is kept at 75 degrees F. and 50 per cent humidity, the standard used in testing paper.

One of the important uses of this climate room is the testing of colored pencil leads.

"These," explains Herb, "are very susceptible to humidity and temperature changes. By testing them in the climate room, we know exactly how they will react under any climate conditions."

The climate room or "torture chamber" also permits

# MODERN

# TORTURE

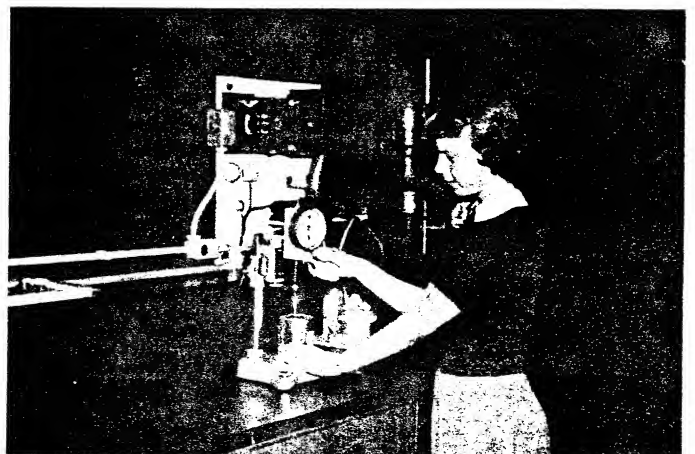
# CHAMBER

controlled writing tests to determine various characteristics of writing fluids. Corrosion tests can also be more accurately controlled in this special insulated room, permitting researchers to turn up better alloys and metals to provide resistance to the effects of corrosion.

#### *Testing Important*

The "torture chamber" is rough, not only on writing equipment but on humans as well. Recently, a customer wanted to know whether our ballpoint pens would write in regions where the temperature ranged up to 130 degrees and 85 per cent humidity. A test was run but the lab assistant running the test quit before the test was completed.

"You might wonder why we go to all this fuss and bother about the effects of temperature and humidity on our writing instruments and fluid, but when you stop to consider, for example, the hundreds of places pens are used pre-testing them can save a lot of headaches later," Herb explained.



Joan Wheeler (Lab) checks a sample to make sure it measures up to the rigid requirements set by Sheaffer's.



Bob Rhode (L) (Lab) and Amos Older (R) (Plastic Fab), advisors to the Pen City Manufacturing Company, watch as Jeanette Cassidy puts a finishing coat of varnish on one of the chairs the company manufactures.

## JUNIOR ACHIEVEMENT INC.

Business is booming in Ft. Madison. Early last fall six new companies began an ambitious operation here and today are receiving enthusiastic support and close supervision from Sheaffer personnel.

The six companies are manned — and womanned — by approximately 75 Junior Achievers — who make up the local chapter of Junior Achievement Inc. The JA national program is aimed at teaching young people how American business works under the free competitive enterprise system.

Each company has a local sponsor. The Sheaffer Pen Company, for example, sponsors two JA companies—Tri-A-Tra and Pen City Manufacturing Co. In addition, Sheaffer people serving as advisors include Amos Older (Plastic Fab), Dick Marriott (Sales) and Bob Rhode (Lab), who work with the Pen City Manufacturing Company which manufactures and sells an attractive caned chair at \$6. Then there are Dee Stark (Sales), Paul McManis (Engineering) and Ed Gillett (Engineering) who serve as advisors to the other Sheaffer sponsored company, Tri-A-Tra which turns out a modernistic ash tray priced at 98 cents each. Claude Curtis (Maintenance) and Ray Hughes (Pencil) serve as advisors to two other JA companies.

### OVERSIGHT

Overseeing the whole JA operation is Ed Thorn (Service Correspondents) who serves as executive director of the local JA chapter, and John Masterpole (Inspection), program director.

The Ft. Madison chapter of JA was organized five years ago through the efforts of Craig R. Sheaffer, who

saw in this program the opportunities for better acquainting the youth of the community with the fundamentals of business. The local chapter was the first established in Iowa and to date is the only JA group operating in the state.

The center is equipped with fine modern machinery for the various products which the individual companies elect to make each year. Members of the various JA companies sell stock at 50 cents a share to provide working capital for their companies. With the money they raise through the sale of stock, they purchase materials to produce their individual products.

They keep their own books, make stockholders' report, declare dividends at the end of the year (if there's a profit), and in May will liquidate their holdings in their companies.

### Annual Banquet

Then on May 13, the Junior Achievers and their parents and friends will officially wind up the year's activities with a banquet at which outstanding JA'ers will be honored for their activities during the year. Last year, more than \$4,500 in scholarships were awarded to individual JA'ers on the basis of their scholastic and extra-curricula activities.

This year's JA banquet to which the general public is invited, will feature Ernie Mehl, sports editor of the Kansas City Star who has been active in youth work for many years. Following the address by the principal speaker, more than \$4,000 in scholarships will be awarded to deserving Junior Achievers. In addition, awards will be made to various companies and individuals on the basis of their JA work during the year.

# SHEAFFER'S REVIEW

Vol. 7 APRIL No. 4

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division  
Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## BOWLING LEAGUE OFFICERS AND CAPTAINS



Bowling league officers and team captains met recently at the clubhouse to map plans for a post season tournament. Among those who attended the meeting were: 1. to r., seated, Jean Judy (Engineering), Irma Terry (Pencil), Jerry Wagner (Payroll), Joann Cramberg (Metal Fab), Lorena Wilcox (Gold Nib) and Dorothy Consbrock (Metal Fab); standing, Wally Rippenkroger (Plating), Chuck Boyer (Tool Room), Louis Hansen (Development), Red Ellertson (Personnel), Darlene Cornell (Steno), Bob Consbrock (Engineering) and Quentin West (Pencil).

## Taxpayer's Lament

Now that you've settled up with Uncle Sam for your 1953 income tax, paid your Iowa tax bill and figured out what you're going to owe the government this year, you probably can appreciate the sentiments expressed in the following letter to the income tax collector:

Dear Sir:

In reply to your request for payment, I wish to inform you that the present condition of my bank account makes it almost impossible. My shattered financial condition is due to Federal laws, state laws, city laws, corporation laws, mother-in-laws and outlaws.

Through these laws I am compelled to pay a business tax, amusement tax, head tax, pool tax, school tax, water tax, to get a business license, car license, marriage and dog license.

For my safety I am required to carry life insurance, property, liability, accident, hospital, polio, business, earthquake, tornado, old age and fire insurance.

My business is so governed that it is no easy matter for me to find out who owns it. I am inspected, suspected, disrespected, rejected, dejected, examined, required, summoned, fined, commanded and compelled until I provide an inexhaustible supply of money for any known hope, need or desire of the entire human race.

And still, if I am a good citizen of the U. S., I am expected to contribute to Care, Red Cross, Boy Scouts, Girl Scouts, March of Dimes, Cerebral Palsy, Heart fund, cancer fund, tuberculosis fund, crippled childrens fund, and two quarts of my warmed-over blood each year to the blood bank.

I can tell you honestly that except for the miracle that happened this morning, I would not have been able to write the check that you find enclosed. The wolf that came to my door had pups in the kitchen. I sold them. Here is your money.

-ANONYMOUS.

## Sheaffer's Men's and Women's Bowling Teams Conclude Successful Season

The Gold Nib #1 women's team topped a field of 10 teams with a record of 37½ games won and 16½ lost to win the women's bowling league championship while the Tool Room men's team turned back the Plating Dept. team to clinch the men's title.

Lorena Wilcox, with a 152 average, led the Gold Nib women and the entire league to finish the season as the top woman bowler. Bud Huffaker led all bowlers for the season with a 182 average as he and his Tool Room teammates compiled a 35-19 won-lost record to top the men's league.

Other members of the women's championship team were Barbara Paige 123, Rita Brandt 108, Margaret Kerr 89, Betty Chock 127 and Martha Gunter 91.

Members of the winning men's team, in addition to Bud, included Clarence Cowles 160, Mac McDonnell 169, Chuck Boyer 139, Harry McCannon 132, Jack Richmond 165, Franklin Davis 114, Keith James 131, Marion Runkle 112 and Carl Riley 141.

In addition to rolling the high game of 242, Bud Huffaker had a high series of 611. Bud was closely followed in the single game division by Paul Riley (Development) with 236, Mac McDonnell (Maintenance) 234, and Al Hetzer (Pen Assembly) 229. Orv Richardson (Pencil), with a 600 game series and Ray Hughes (Pencil) with 590 took second and third in the high series competition.

A revamped Metal Fab #2 team took high single game honors in the women's league with 720, followed by Gold Nib #2 with 697 and Office with 694. Metal Fab #2 also scored the high three-game series with a total of 1991, nosing out Metal Fab #1 which piled up 1989, and Gold Nib #1 with a 1946 series.

Lorena Wilcox swept the individual honors in the women's division with a high individual game of 219, a high series of 510 and an overall season average of 152. Millie McCabe (Pencil) followed in the singles with a 209 while Thelma Richardson (Metal Fab) was third with 190. Dorothy Bendlage (Gold Nib) was second in the high series with a 505, followed by Billie Mitchell (Traffic) with 499.

MEN	W.	L.
Tool Room	35	19
Plating	31	23
Pencil I	30	24
Pen Assembly	29	25
Service	28	26
Office	28	26
Gold Nib	25	29
Drafting	24	30
Development	21	33
Pencil II	19	35

WOMEN	W.	L.
Gold Nib I	37½	16½
Office	34	20
Gold Nib II	29½	24½
Metal Fab I	29	25
Pencil	27	27
Factory Off.	27	27
Sales	25	29
Export	24	30
Cashiers	21½	32½
Metal Fab II	15½	38½

## Service Anniversaries

### — 20 YEARS —

Eulah Tull ..... (Pen Assembly)  
 George Luegering ..... (Gold Nib)  
 Raymond Pohlpetter ..... (Occupancy)  
 Francis Croskery ..... (Repair Parts)  
 Gordon Lane ..... (Accounting)  
 A. I. Peterson ..... (Salesman)

### — 15 YEARS —

Doris Schlepffhorst (Prod. Control)  
 Wesley Frels ..... (Prod. Control)

### — 10 YEARS —

Beulah Daly ..... (Service)

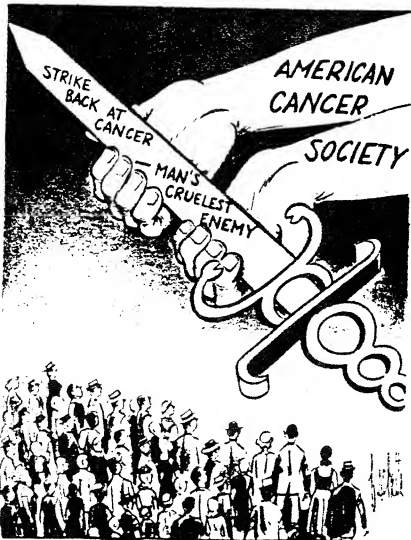
### — 5 YEARS —

R. L. Siskind ..... (Salesman)  
 John W. Wise ..... (Sales)  
 C. R. Boyd ..... (Sales)

## Grass Grows Greener

Leo Auge (Occupancy) didn't exactly plan on doing any grass cutting around the plant until at least May when he put away his lawnmower last fall.

However, the plot of grass in the courtyard between the mail room and the Molding Dept. thrived so well on the mild winter weather in this protected area that Leo had to get out the lawnmower on March 1 to officially launch the grass cutting season.



"TAKE UP THE SWORD OF HOPE: GIVE!"

April, 1954

## Table Tennis Tournament Set For April 13-14

The annual table tennis tournament will be held at the clubhouse April 13-14, with singles competition being held the first night and doubles the second evening.

The tournament will be open to women as well as men but there will be no separate divisions. Deadline for entries in the tournament will be Friday, April 9.

Entries may be made either through co-chairmen Floyd Murphy (Pen Assembly) and Patricia Bray (Pen Assembly), or through Red Ellertson (Personnel).

## Company Tops Quota

Sheaffer employees cooperated wholeheartedly again this year to make the annual Red Cross drive a big success.

Employees contributed \$2,446.50 during the drive to eclipse the quota of \$2,085 which had been set at the start of the drive.

## Extra Copies Of Review

A limited number of extra copies of the March issue of Sheaffer's Review is available through the Public Relations Department. Several employees and retired employees have inquired about the availability of extra copies of this issue, to send to friends and relatives.

## Vacation Schedules Posted

All factory departments at Plants 1 and 2 will close for the annual two weeks vacation period at the end of the regular shift Friday, July 2 and reopen Monday, July 19.

The Maintenance, Engineering, Service, Lab and Testing, Development, Personnel and Occupancy Depts. will schedule their vacations in accordance with the amount of work required during the regular vacation period. The Office and Shipping Dept. will schedule their vacations separately, although where possible, employees in these two departments will take their vacations during the factory shutdown. Tool and Die division employees will have staggered vacations.

## VISITING IN EGYPT



Craig R. Sheaffer, new chairman of the board, is shown during a recent visit with Egyptian President General Mohamed Naquib at the president's office.

## C. R. SHEAFFER ELECTED CHAIRMAN OF BOARD

(Continued from Page 2)

dled by Mr. Olson, will be taken over by Karl F. Dinnauer, who was named managing director of foreign sales by President W. A. Sheaffer II. Karl, who joined the company in the advertising department in 1945, had been assistant to Vice President Olson.

Craig Sheaffer, who fills the director vacancy created by Grant Olson's death, has been associated with the company since it was founded by his father in 1913. He became president of Sheaffer's in 1938 and headed the company until February, 1953, when he became assistant secretary of commerce. He was succeeded as president by his son, W. A. Sheaffer II. Craig Sheaffer resigned from the Commerce Department last August and since that time has been a consultant to the pen company.

John Sheaffer, son of the new board chairman, has been with the company since leaving military service in 1946, working summers until his graduation from the University of Colorado in 1950, when he joined the firm on a full time basis. Since then he has been associated with the company's export, development and sales departments.

## St. Louis Stag Baseball Trip Set For July 24

The annual baseball stag trip to St. Louis has been set for July 24 when baseball fans will see the Cards in action against the Brooklyn Dodgers under the lights.

Comfortably air conditioned 41-passenger buses will line up in the parking lot to the west of the main plant to load those going on the trip. The price of the trip \$9.50 will be the same as in the past and will cover the cost of transportation, a ticket to the game, sandwiches and refreshments.

The trip committee has reserved 175 choice seats for the night game but those planning to go are urged to get their tickets early. Reservations must be in by May 1 but you can postpone paying for your ticket until June 25.

The committee in charge of the trip includes Red Ellertson (Personnel), Rosie Moore (Inspection), Roy Neal (Lab), Harry Dusenberry (Plating) and Orv Richardson (Pencil).

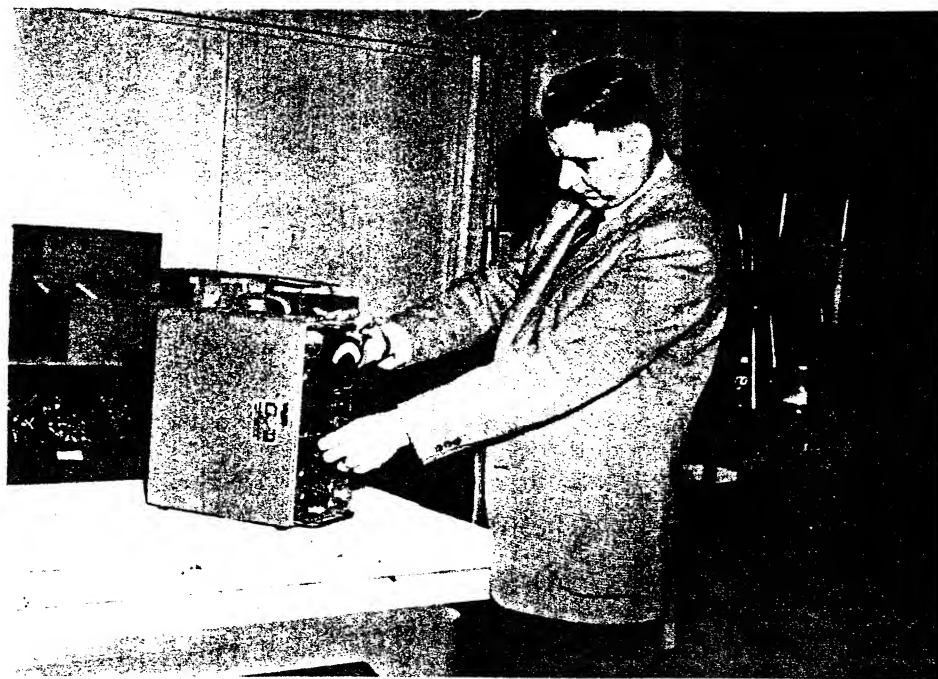
## Wins Safety Contest Prize

Wayne Keeler (Plastic Fab) was awarded 35th prize in a recent automobile safety device contest sponsored by Popular Science magazines.



Junior Achievers Carolynn Stinger (L) and Wanita Kramer (R) check their JA books to see how well their companies are doing, while John Masterpole (Inspection), program director for Ft. Madison JA looks over their shoulders. The Ft. Madison chapter of JA, only chapter in Iowa, was organized five years ago under the supervision of the Sheaffer Pen Company.

## UP THE SHEAFFER LADDER



JOHN MANSHEIM

John Mansheim came to work back in 1942 as an electrician at Plant 2 and within a short time proved himself a "live wire."

Today John heads up the Maintenance Dept. with responsibility for the upkeep of all company properties in Ft. Madison.

John wasn't particularly looking for a job in 1942. In fact he had a good job handling special installations for Union Electric. One day, shortly after Sheaffer's began setting up its new War Division, Al Howard, who was in charge of the new operation, contacted John and asked how he'd like to go to work in the new War Division. The job was attractive enough to lure John and in July 1942 he went to work as an electrician at Plant 2 which was in the process of being converted to war work. A short time later, the company set up a Maintenance Dept. and John was promoted to foreman of maintenance at Plant 2.

In 1946, after our government contracts expired and the War Division was abolished, John was transferred to Mt. Pleasant as maintenance engineer to handle the job of converting the newly acquired canning factory there into a modern pen manufacturing plant.

After five years in Mt. Pleasant, John returned to Ft. Madison as manager of the Maintenance Dept. and given the job of handling the maintenance of all the local properties.

A native of Ft. Madison, where he received his early education, John came into the electrical field at an early age because of his interest in radio. Back in 1929, John began fooling around with radio sets and it was this hobby that developed his interest in and knowledge of electricity.

Today radio and television are still foremost among John's outside activities. From his home he operates radio station WOJCS with which he keeps in touch with other amateur radio "hams" throughout the world. When he's not tinkering around with his radio, chances are he's busy at another hobby—woodworking. And as though that wasn't enough to keep him busy, John has still another hobby—color photography—to keep him outdoors on bright sunny picture-taking days.



MEMBERS  
*Review*

NOVEMBER 1954

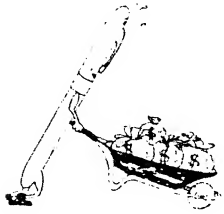


## COMPANY SPONSORS SECOND I. Q. CONTEST \$1,000 IN PRIZE MONEY TO WINNERS

Prize money totaling \$1,000 will be awarded to employees who come up with the 40 best answers to the question "How Can the Company Help Me Do Better Work in A More Effective Manner?"

The contest, second in the general quality improvement program which was launched with a slogan contest in August, got under way November 1.

During the three weeks the second contest ran, employees had an opportunity to submit their ideas on how the company could help him do better work.



The contest committee of five will announce the 40 best suggestion winners shortly after the judging is completed. There will be five prizes of \$75 each for the five best suggestions, five prizes of \$50 for the next five, five \$25 and 25 \$10 prizes for the next best answers.

All employees, except supervisory and key personnel were eligible to participate in the contest.

The Quality Improvement contests being sponsored by the company are designed to create an awareness among employees to the importance of quality workmanship and the elimination of waste, rework and carelessness.

### Four Employees In Little Theater's First Play

Four employees will be among the cast of "See How They Run" which will be presented this month by the Little Theater group.

The play, first of the season, will include Red Ellertson (Personnel), Les Jones (Engineering), Norbert Krieger (Gold Nib) and Alice Otte (Pen Assembly).

### Kenny Myers Wins Fishing Contest

Kenny Myers (Fineline) won all three divisions in the annual fishing contest for employees of the Mt. Pleasant plant.

Kenny's entries took first place in the catfish, pan fish and game fish classes. Last year, he won two of the three divisions.

### ANNUAL STOCKHOLDERS' MEETING DATE CHANGED

The board of directors have changed the date of the annual stockholders' meeting to the fourth Thursday in May. In the past, the stockholders' meeting has regularly been held on May 15. The new arrangement eliminates the possibility of the meeting date coming on a weekend such as could occur under the previous system.

### Irma Felgar Heads Women's Travel Club

Irma Felgar (Plastic Fab) was elected president of the Women's Travel Club.

Other officers elected at a recent meeting of the club were Ola Lightfoot, (Plastic Fab), treasurer, and Margaret Feldbauer (Plastic Fab), secretary.

The women recently sponsored a weekend trip to Bagnell Dam on Lake of the Ozarks. Forty-one members of the club made the bus trip to the dam where they spent Saturday afternoon sightseeing before going on to Camden-ton, Mo. where they stayed overnight. On the return trip to Ft. Madison the next day, the women visited Bridal Cave and Jacobs cave.

Plans are now underway for a trip on Dec. 4 to Chicago where the women will spend the weekend sightseeing, shopping and visiting Mooseheart, the children's home operated by the Moose.

### Attends League Convention

Bill Kiehne (Credit) attended the recent convention of the Iowa League of Municipalities in Des Moines. Bill is a city councilman from the second ward.

## CANADIAN EMPLOYEES SHARE FIRST PROFITS

Employees of the new Goderich plant will receive their first profit-sharing checks next month under the profit-sharing program recently inaugurated by the Canadian company.

Directors of the Canadian company have voted a profit-sharing payment of five per cent of employees' earnings for the third quarter ending Nov. 30. Checks will be distributed on Dec. 17 to all employees who have been with the company six months as of Nov. 30.

"We hope that our new program will serve to benefit both the employees and the company by providing added incentive for increased production and profits." Leon H. Black, president of the Canadian plant, said.

"We hope too that the profits of this company will grow and that ultimately we will be able to increase this profit-sharing payment to our employees," he added.

A similar employees profit-sharing program has been in effect at the Ft. Madison plant since 1934.

### Van Brussel Elected

Bill Van Brussel (Fineline) has been elected secretary-treasurer of the newly formed Southeastern Iowa Antique Car Club.

Bill, who began collecting old cars several years back, now owns a 1909 InterState demi-tonneau, a 1904 Oldsmobile light tonneau and a 1910 Buick raceabout.

### Plans Underway For Annual Christmas Party

It's later than you think.

And in case you haven't been thinking, Christmas is looming up on the horizon of the calendar and so is the annual employees' family Christmas party.

The Activity Committee is already busy making plans to hold the annual affair Friday, Dec. 10, at the Sheaffer Clubhouse. Co-chairmen of the Christmas party committee are Alice Daugherty (Steno) and Margaret Kerr (Gold Nib) who are now busy lining up the various committees for the party.

As in past years the program will include movies for the youngsters, entertainment by the children, treats and a personal visit from old St. Nick. All employees are invited to attend the party and bring the youngsters.

# Goings On . . .



Installation of the new TV tower atop the office building was completed just in time for the World Series. A television set was installed in the plant auditorium so employees could watch the series during their lunch hour. Here are some of the fans who took advantage of the opportunity.



C. R. Sheaffer, chairman of the board, presents M. T. Erdtsieck, vice president and treasurer, with his 25-year pin.



The Activities Committee at the Goderich plant held its first Fall dance at the Goderich arena auditorium recently. As these candid shots of employees and their guests show, everyone had an enjoyable evening.



Marlene Loeffler (Advertising) casts an admiring glance at a special desk set for the president of Liberia.



Leonard Wilcox (center) newly elected president of the National Stationers and Office Equipment Association, and Mrs. Wilcox, visit W. A. Sheaffer II during a recent Ft. Madison trip.

➔  
Mrs. Violet Murrell, chairman of the Business and Professional Women's public affairs committee, became chief of police recently when the BPW took over the running of the city for a day. One of her first victims was Don Reed, (Advertising) who was hustled off to the city jail in handcuffs. It was all in fun and Don was subsequently released.





# RETIRED EMPLOYEES' PICNIC

No reunion of retired Sheaffer employees would be complete without a group picture. Here are some of the veteran employees and their guests who attended the first annual picnic at Sheaffer Employees' Park.



Mr. and Mrs. Edward Simmons, who came all the way from California to attend the picnic, chat with C. R. Sheaffer, chairman of the board.

Three retired employees put their heads together recently and figured it would be mighty nice to get together the employees who had retired from Sheaffers. The outcome was the first annual retired employees picnic at the Sheaffer Employees Park.

Thirty-two retired employees turned out for the picnic as a result of the invitations sent out by the three-man committee composed of Frank Kline, Al Howard and Frank Davis.

Retired employees who attended the picnic were: Mrs. Sarah M. Watson (Occupancy), Mrs. Daisy Lemen (Occupancy), Elmer Morgan (Plastic Fab), Mrs. Goldie Randolph (Plastic Fab), Mrs. Bertha Haeffner (Pencil), Frank Kline (Tool Room), Frank Davis (Gold Nib), Mrs. Ella Hayden (Gen. Adm. Operating), Leonard Davey (Occupancy), Art Weinhardt (Maintenance), A. H. Byers (Shipping), Al Howard (Works Mgr.), Mrs. Ozella Lunn (Metal Fab), Louise Miles (Service), Mrs. Susie Easley (Service), Mrs. Maud Tufford (Gold Nib), John Murphy (Gold Nib), William Weckbach (Stock Room), Jean Hayes (Metal Fab), Harry Isenberger (Shipping), Frank Coyne (Occupancy), Harry Sharp (Occupancy), Carl Conradt (Occupancy), Fred Murray (Gold Nib), Mrs. Fred Murray (Pencil), Charles Brown (Gold Nib), Mrs. L. E. Zimmerman (Pencil), F. W. Fischer (Shipping), Mrs. Mary Muerhoff (Feed), William Kress (Maintenance), Edward Simmons (Feed), Mrs. Edward Simmons (Payroll).



← Vice President W. F. Heising discusses old times with Goldie Randolph, Jean Hayes and Mrs. Harry Sharp.



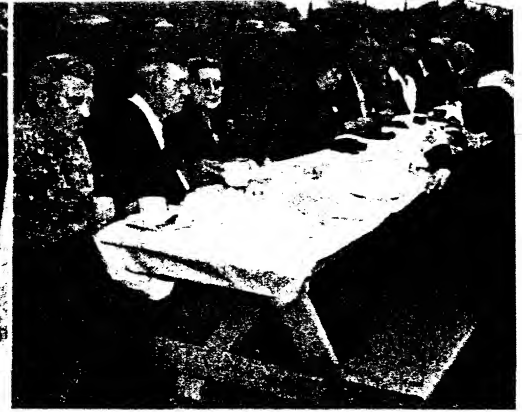
There was more than enough food for everyone and the variety made the choice difficult for, l. to r., Mrs. Ozella Lunn, Mrs. Carl Conradt, Mrs. Frank Kline and Frank Coyne.



Frank McClurg and Frank Davis renewed old acquaintances as did the other former Sheaffer employees who attended the first annual retired employees picnic at the park.



L. to r. Bertha Haefner, Louise Miles and Susie Easley recall old times at the plant.



Fine autumn weather, good food and old friends combined to make the first annual retired employees picnic a real success. In the foreground are, l. to r., A. H. Byers, and Mr. and Mrs. Leonard Davey.



Baseball fans among the retired employees kept posted on the World Series via the public address system the Employees' Park. L. to r., Frank Davis, L. E. Zimmerman, Leonard Davey, Al Howard and Harry Sharp.



Recognize any familiar faces? At the left side of the table are; Elmer Morgan, Mr. and Mrs. Harry Isenberger, Louise Miles, Susie Easley and Jean Hayes; on the right, Mr. and Mrs. John Murphy, Mr. and Mrs. Fred Murray and Frank Davis.



"Say, remember when . . ." seems to be the theme of the conversation as Maud Tufford, Ella Hayden and Mary Muerhoff get their heads together.



And no doubt there are a few familiar faces in this group of retired employees. The picnic brought together many old friends who hadn't seen each other for some time. The success of the first annual picnic promises to make the next one even bigger and better.



It took two long tables to accommodate the retired employees and the husbands and wives who accompanied them to the first annual retired employees picnic.



L. to r. Mrs. Frank Davis, Mrs. John Murphy, Mrs. Leonard Davey, Irene Murray, Mrs. Charles Brown and Clara Zimmerman enjoy a laugh during the picnic.



Although the food was excellent, these veteran employees found the conversation with their old friends even more stimulating during the picnic.

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EDITOR - - - RAY PETERSON

## Thanksgiving

As Thanksgiving approaches there are many reasons for thankfulness.

He who is in good health can be thankful for a treasure greater than gold.

He who is young can be thankful that he still has all the exciting experiences of life still before him.

He who is older can be thankful that he has attained judgment and understanding and has learned to be tranquil about many problems which once troubled him.

He who worships can be grateful that he lives in a country where he may worship according to his own conscience.

He who is an American can be grateful that his opportunities are not bound by a regimentation that tells him where and how long he must work . . . how much food he may place upon his table and to what schools he must send his children.

For these things we should be thankful.

## Scarff Gets Radio License

Scuffy Scarff (Maintenance) recently passed a test in Des Moines for his general radio operator's license.

The general license entitles him to all "ham" or amateur operator privileges, including voice casts and the use of any channels authorized for amateurs by the FCC. Scuffy received his first license about a year ago.

## Sheaffer Nimrods Bag 11 Deer In Wyoming

There's plenty of tasty venison in the deep freezes of seven Sheaffer nimrods who returned recently from a successful deer hunt in Wyoming.

One group included Harold Lightfoot (Stock and Warehouse) and Bud Weber (Service), each of whom brought home two deer which they bagged near Douglas, Wyo.

Hunting in the same vicinity was another group which included Karl Yeager (Maintenance), Jack Hawes (Maintenance), Frank Wallis (Works Mgrs. Office), Harry Wallis (Metal Fab) and Max Oehler (Engineering). The group brought back seven nice deer. Frank accounted for the only buck, a nice big six pointer.

## Goderich Activities Committee Plans Party

Plans are underway at the Goderich plant for a gigantic Christmas party for employees of the Canadian plant and their families.

The party, sponsored by the plant's Activities Committee, already has sent out questionnaires to each employee requesting the names of the children in his family so that presents can be made up and distributed to the kiddies by Santa at the Christmas party.

The party will be the first Christmas affair for most of the employees at the Goderich plant and the Activities Committee is busily working on plans to make it a big success.

## EGYPTIAN BILLBOARD



If people the world over don't know about the Sheaffer Snorkel pen it's not our fault. Here's a billboard along a desert highway between Cairo and Alexandria, Egypt.

## MEN'S BOWLING TEAM LEADS CITY LEAGUE

The Sheaffer men's bowling team is currently leading the City League as the season nears the half-way mark.

The pen men have compiled a record of 19½ wins against 4½ losses — the half game resulting from a tie. Close behind are the Madison Men's Wear (16-8), West Point Legion (16-8) and Franklin Life Insurance (15-9).

Regulars on the team are Al Hetzer (Pen Assembly), Delbert Hensley (Pen Assembly), Corky Cowles (Tool & Die), Ray Hughes (Pencil) and Bill Kipp (Engineering).

In addition to leading the City League, the team ranks fourth in high team game with 933 while Corky Cowles is fourth in high individual games with a 227 game to his credit.

## Two Drafting Department Promotions Announced

Nilas Long, chief draftsman since 1940, has been promoted to the new post of design engineer.

In his new capacity, he will devote his full time to designing new process tooling and equipment.

Ed Yager, who has been supervisor of the Drafting Dept. under Nilas, was promoted to foreman of the department.

Nilas first joined the company in 1930 and Ed in 1948. Both started in the Drafting Dept.

## SHORTCUTS

The shortest distance between two points may be a straight line. But it may not be the shortest *and safest*.

Consider the plight of the Hartford, Conn., family of six that was ordered out of a city housing project recently, because, authorities said, the father kicked a hole through the kitchen wall so that his four children could move from one room to another without passing in front of the living room television set.

Shortcuts on the job can be great time-savers, too, but they can cause plenty of trouble. And the same thing goes for hasty methods and make-shift tools.

Better play it safe. Stick to time-tested safe practices and procedures when you're at your workplace . . . and at home, too.

## Service Anniversaries

### — 20 YEARS —

Lorrene Kerns (Skrip)

### — 15 YEARS —

Thelma Peterschmidt (Sales)

Melvin Hall (Maintenance)

### — 10 YEARS —

Nettie Haley (Service)

Robert Stansbury (Skrip)

### — 5 YEARS —

Donna Pechstein (Stenographic)

Nelson Jones (Salesman)

## C. J. Kjorlien Resigns As General Sales Manager

C. J. Kjorlien has resigned as general sales manager to become vice president in charge of sales for the Lenox China Company, Trenton, N. J.

Carl joined the Sales Dept. in 1939 and after traveling in Europe and South America for several years was named sales manager of the Canadian company in 1947. He moved to Ft. Madison as general sales manager in January, 1953.

## Black Named To Committee

Leon H. Black, president of the Canadian company, was appointed to the Goderich Arena and Recreation Committee at a recent special meeting of the Goderich town council.

## 30-YEAR AWARDS



Ray Holterhaus (l) (Metal Fab), and Leo Holterhaus (center) (Plastic Fab) receive their 30-year service awards from C. R. Sheaffer, chairman of the board.

## NATIONAL BARBERSHOP CHAMPIONS



The nation's top feminine barbershop quartet is Ft. Madison's own Mississippi Misses who won the international quartets competition of Sweet Adelines, Inc., recently at Buffalo, N. Y. The young ladies are, l. to r., Mrs. Marcy Paul, baritone; Mrs. Nancy Bergman, tenor; Mrs. Rose Rump, bass; and Darlene Cowles, lead. Darlene is employed in the Steno Dept. and Rose and Nancy formerly worked in the Posting Dept.

## Christmas Party At County Home Dec. 12

Members of the Activities Committee will entertain the people at the Lee County Home at the annual Christmas party there Sunday, Dec. 12.

The Committee, which has staged this annual affair for a number of years, promises to outdo previous parties at the home this year. Juanita Horn (Screw Machine) and Marjorie Bixenman (Service) are co-chairmen of the Christmas party committee and will be assisted by other Activities Committee members.

Presents purchased by the committee with funds donated by the Community Chest will be gift wrapped by the Activities Committee and distributed individually at the party.

In addition to the distribution of presents, there will be a program of entertainment, including carol singing and moving pictures.

## July Vacation Favored

When the WASPCO Council polled employees recently on their preference for the vacation period, 469 favored shutting down in July for two weeks while 373 indicated a preference for June for the vacation shutdown. The factory shut down the first two weeks of July this year for vacations.

With Thanksgiving just around the corner, most of us are thinking about turkey, and the usual trimmings. And of course, cranberries, in one form or another are an integral part of any turkey trimmings.

If you'd like a little different version of cranberries than the usual sauce, try jellied cranberry salad for a change. It's simple to make and it will provide a pleasant addition to your Thanksgiving menu. John Charters, cafeteria manager, assures us.

**JELLIED CRANBERRY SALAD**

1 lb. cranberries	2 3 cup hot water
1 medium orange (unpeeled)	1 cup cold water
1 lb. sugar	1 tablespoon plain gelatin
5 tablespoons rasp- berry gelatin	

*Grind together the cranberries and orange. Add sugar and allow to stand for several hours in refrigerator. Dissolve raspberry gelatin in hot water and plain gelatin in cold water. Then mix together. Allow to set until mixture begins to thicken. Then add cranberry mixture and pour into molds. Allow to set. Serve topped with mayonnaise.*



H. L. (Rosie) MOORE

A typical example of the "local boy" who makes good in his own home town is H. L. "Rosie" Moore, who started with the company as a stock boy in 1937 and today heads up the Desk Stand Dept.

Rosie, as he is generally known around the plant, came by that name as a result of the rosy cheeks he sported as a youngster while playing baseball with the American Legion team. The pitcher on the opposing team yelled to him one day: "Hey, Rosie, yer up." And the name stuck.

An all-around athlete, Rosie was regarded as one of the fastest halfbacks in this section of the state when he played with the Ft. Madison High School team in the mid-30s. During his senior year, his team won the Mississippi Valley Conference.

Despite several opportunities to go on to college, Rosie decided he wanted to go to work. At first he had ambitions to go railroading, but jobs were tight at the time, and Rosie's first opportunity for employment came from Sheaffer's where he had put in an application about the same time he applied for work with Santa Fe.

He went to work May 8, 1935 as a stock boy, dividing his time between the Metal Fab and Pencil Assembly Depts. Later he was promoted and given the job of handling the inventory in the departments' stock vaults.

When the war came along, Rosie left in the fall of 1940 to join the army and after basic training was assigned to a mechanized reconnaissance outfit. He spent two-and-a-half years in Europe during the heavy fighting and participated in the battles of Normandy, the Rhine, France and Germany before he was released from service with the rank of first sergeant in 1945.

Upon his return to Sheaffer's, Rosie was made production dispatcher in the Metal Fab Dept. in Nov. 1945, and remained there until Jan. 1953 when he was shifted to the Inspection Dept. as a quality control analyst. In June of the following year, Rosie was promoted to foreman of the Desk Stand Dept.

Although Rosie no longer plays football, he still takes an active interest in the game and rarely misses an Iowa game. Baseball too shares his sports interest. Rosie was a regular on the VFW softball team up until this year when he gave up playing and took over the job of managing the local VFW team.

He is married to the former Dorothy Kramer, who worked in the Pencil Assembly Dept. before her marriage to Rosie. In addition, his twin brothers Lester and Chester now are employed in Gold Nib.



Tramping around in the warm autumn sun proved too much for this young nimrod who found a shock of corn an ideal place to take a nap. And his trusty bird dog was no less reluctant to join him. Who says hunting ain't fun? The sleepy little hunter is Bryan Peterson.



SHEAFFER'S  
*Review*





## Season's Greetings

**P**EACE on earth is once more a reality and uncertain though it may sometimes appear to be, it is nevertheless cause for great joy and gladness as we enter this Christmas season.

For most of you, the past year has been a good one—filled with health and prosperity. For us as a company, it has also been a good year, due, in large measure, to the fine cooperation on the part of each of you.

In the warm friendly spirit that typifies this season of the year, I would like to extend to you my personal appreciation for a job well done. And at the same time I would like to join with the other officers and directors of the company in wishing you and your families a truly Merry Christmas and a prosperous New Year.

*W. A. Sheaffer*  
President.

# Goings On . .



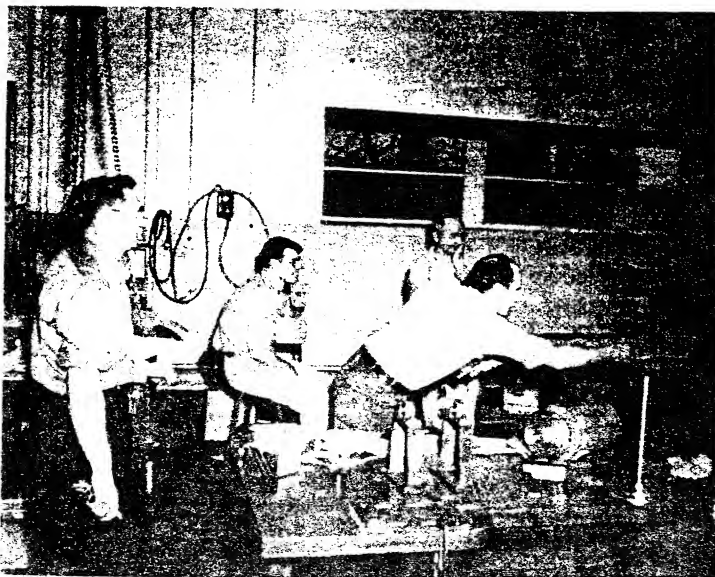
Members of the cast of the Little Theater group's recent production included four Sheaffer employees who are shown in one scene from the show. Standing (l.—r.) are Doris Busard, Norbert Kreiger (Gold Nib), Alice Otte (Pen Assembly), Keith Campbell and Les Jones (Engineering). Seated are Red Ellertson (Personnel) and Mollie Colvin.  
— Evening Democrat Photo.



Above and at left, are some candid shots of members of the Women's Travel Club taken during a recent visit to the Ozarks. The women have also visited Springfield, Ill., St. Louis and Chicago.



Virginia Slee (Export) admires the silk baby quilt which was presented to her by her co-workers on the eve of her departure to join her husband, a student at the State University of Iowa.



Above, Keith Mennen (Tool & Die) unlimbers his pitching arm during the lunch hour while (l.—r.) John Hall, Keith James and Elmer Selby (Tool & Die) look on. Right, Elmer, Keith James, Norm Fucala, Keith Mennen and John study a borderline case.



# SHEAFFER TV COMMERCIALS WIN TOP HONORS IN NATIONAL COMPETITION

The Sheaffer Pen Company's television commercials, viewed by 40,000,000 weekly, have won top honors in the Sylvania Television Awards for 1954.

Presented each Saturday night on the Jackie Gleason Show, the pen company's TV ads were selected with those of four other national advertisers as "best of the year" by a committee of national leaders in the arts, business and the professions.

The Sheaffer commercials were chosen because they were "creative and imaginative and because they were neither repetitive, nor self-conscious. They recommend and demonstrate. They display good taste and ingenuity."

Sharing top honors for '54 with Sheaffer's were Life magazine, Goebel Brewing Company, General Electric Company and Rosefield Packing Company. The committee of judges included Deems Taylor, Ethel Barrymore, James A. Farley, designer Raymond Loewy, George Sidney, president of the Screen Directors' Guild; Walter F. O'Mally, president of the Brooklyn National League Baseball Club; designer Dorothy Draper; Mrs. Theodore S. Chapman, president of the General Federation of Women's Clubs; and Mrs. John E. Hayes, past president of the National Congress of Parents and Teachers.

## *Gleason Show Cited*

Top award for the "outstanding commercial in television" went to Jackie Gleason, Audrey Meadows and Art Carney of the CBS-TV Jackie Gleason Show, co-sponsored by Sheaffer's.

Commenting on the award, Sheaffer ad manager Don Reed cited it as an indication of the selling value of tasteful and creative TV commercials.

"We're greatly gratified by this recognition," he said. "And, naturally, we're pleased that what we consider hard-selling commercials were also adjudged ingenious and in good taste by the distinguished Sylvania Awards committee."

Sheaffer's was the first company to sponsor weekly national network TV, Don pointed out.

The award is the second the company has received in a month for its TV commercials. Last month, Advertising Age magazine selected our white glove commercial as one of the 10 best of the year. The commercial, showing a model filling a Snorkel pen while wearing white gloves, illustrates the clean filling feature of the pen.

## Goderich Plant Holds Christmas Party

Employees of the Goderich plant and their children will be guests of the plant's Activities Committee at a gala Christmas party which will be held at the Goderich Pavilion, Friday, Dec. 17.

Approximately 150 children are expected to be on hand for the program which includes colored cartoon movies, a Christmas concert in which the youngsters will participate, refreshments and a personal appearance by Santa Claus. Lou Cundari (Fabrication Dept.) will don the traditional whiskers and red and white suit to entertain the kiddies as Old St. Nick.

Following the children's program and the visit by Santa Claus, the employees will participate in an evening of dancing and entertainment at the Pavilion — minus the youngsters who will be safely tucked away in their beds. President Leon H. Black will present five, 10 and 15-year service pins to employees during the evening.

## Dee Stark To Open Pen Shop In Amarillo

Dee Stark (Sales) will leave this month to open up his own pen and card shop in Amarillo, Texas.

Dee, who has been a sales correspondent since November, 1952, and his wife were honored recently at a dinner given by fellow employees and friends at the Izaak Walton League clubhouse.

Mrs. Stark will assist Dee in setting up the new shop which they expect will be open shortly after the first of the year.

## Painting Exhibited

A new oil painting showing the grain elevator at Dallas City with a river buoy in the foreground was exhibited recently by Don A. Reed (Advertising) at the Quincey Art Show. Don, an amateur painter, won first prize in the show's amateur division last year.

## Canadian Sales Meeting Slated For January 4-5

Sheaffer salesmen throughout Canada will convene at Goderich on Jan. 4-5 for the annual sales convention of the W. A. Sheaffer Pen Company of Canada Ltd.

The annual sales meeting which brings together the company's sales representatives from all parts of the Dominion will be held at the new \$1,000,000 plant. For some salesmen it will mark their first visit to this modern new plant since it was officially opened last May.

President Leon H. Black and Clyde Everett, vice president and general sales manager, will outline the company's objectives for the coming year. Other company representatives will speak on various aspects of the company's business.

## Women's Travel Club Takes Fourth Trip

The Sheaffer Women's Travel Club recently spent the weekend in Chicago. The Chicago visit, fourth tour for the recently organized Club, included week-end sight-seeing, shopping, movies and stage plays, and a tour of other points of interest in the Windy City.

Previous trips by the group included Springfield, Illinois; St. Louis, and the Ozarks.

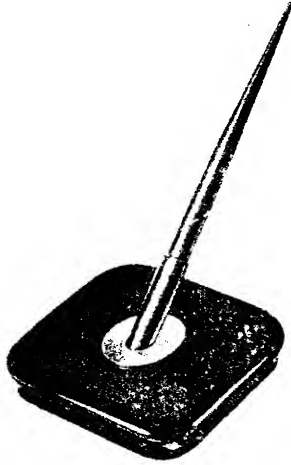
## It Could Happen To You But To Bob It Did!

With all the enthusiasm that an outdoor man can muster, Bob Consbrock (Drafting) and a party of friends took off for their favorite pheasant country and the opening of the bird season.

Upon their arrival, Bob and his pals proceeded to get all set for the 12 o'clock whistle that signals the opening of the pheasant season. But as Bob reached for his gun, he suddenly realized the inevitable had happened to him. No gun!

In the excitement of getting everything ready for the hunt, Bob had inadvertently overlooked the most important thing — his gun. Fortunately, however, one of his companions had an extra one with him and Bob sheepishly borrowed it to pursue the wily pheasant.

## NEW LOW PRICED DESK SETS



Newest desk set in the Sheaffer line is this Cadet model for school, home and office use. The base is approximately four by four inches and is fitted with a Sheaffer TIPdip desk pen. It is attractively priced at \$5.



A popular priced ballpoint desk set personalized with the owner's initials has just been introduced by the Fineline Division at \$4.95, tax included. The desk pen has a gold plated band and is equipped with the new fine ballpoint unit which writes immediately.

## SILVER ANNIVERSARY OF CHRISTMAS PARTY

The Sheaffer Employees' Christmas party this year marks the 25th anniversary of the event. The first party was held in 1929 for all employees and their families and has become an annual event since that time.

Arrangements for this year's party was under the direction of the Activities Committee which arranged the program that included a children's talent show, movies, door prizes, Christmas carols, a visit by Santa Claus, treats and gifts.

The rumpus room at the clubhouse was set aside as a teen-age room and records for dancing, table tennis, etc. were provided for the entertainment of the teen-age set.

## Goderich Employees Buy \$11,000 In Savings Bonds

Employees at the Goderich plant have purchased over \$11,000 in Canadian savings bonds through the payroll deduction plan. This represents an average purchase of almost \$200 by each of the employees participating in the program.

Payroll deductions are being made during the next 10 months on the bonds which bear interest at the rate of 3 1/4%. Bonds are redeemable for full cash value at any time in any chartered bank in Canada.

The savings bonds campaign was conducted solely through notices on the bulletin board at the plant and a small leaflet which was distributed to employees with their pay.

## Foremen-Supervisors Hold Christmas Party

The Foremen-Supervisors Club held its annual Christmas party at the Sheaffer clubhouse recently.

Following a chicken and catfish supper, a special program of entertainment was presented. The program included movies, a "home talent" skit, a door prize and a visit by Santa.

## Virginia Slee Feted

Virginia Slee (Export) was entertained recently at a pot luck supper given in her honor by Arden Streeter (Export).

Virginia is leaving to join her husband, a student at the State University of Iowa. Friends in the Export Dept. also presented her with a silk quilt at a baby shower prior to her departure.

## 211 ENTER QUALITY IMPROVEMENT CONTEST No. 2; 40 SHARE IN PRIZES

What could be nicer than to receive a check for \$75 just a few weeks before Christmas?

"Nothing" is probably the answer you'd get from Al Hodges (Occupancy), Gladys Derr (Addressograph), Myrtle Robertson (Plant #3), Archie Adkins (Plating) and Stuart Kerr (Plating), the five top winners in the second Quality Improvement Contest sponsored by the company.

Their suggestions on the subject of "What Can The Company Do To Help Me Do A Better Job" topped a field of 211 entries in the contest which closed Nov. 19. Forty employees received checks totaling \$1,000 for their ideas on what the company could do to help them do a better job.

Each of the suggestions contained in the 211 entries will be given further study to determine how each might be used effectively to everyone's advantage.

The majority of the suggestions were intended to result in savings to the company in manufacturing operations through mechanical improvements, or in savings in clerical operations through revision of forms and paperwork. The interest of the employees for the welfare of the company as a whole was particularly encouraging.

In addition to the five top winners, here's how the board of five judges distributed the balance of the prize money:

### 5 Suggestions — \$50.00 each

Kenneth Milton (Tool Room), Wau-nita Hobby (Plant #3), W. A. Beckert

(Plating), Wm. J. Schneider (Shipping), Hartley McPherson (Gold Nib).

### 5 Suggestions — \$25.00 each

Karolena Orr (Plant #3), Harley Brown (Plating), Whilla Wells (Service), Chuck Boyer (Tool Room), Harry Latina (Tool & Die).

### 25 Suggestions — \$10.00 each

Wesley Stinnett (Pen Assembly), Annette Henschen (Payroll), Lelia Eschman (Occupancy), Louise C. Hoening (Occupancy), Kaye Haley (Accounting), Pauline Rooney (Inspection), Elmer Jacobs (Plant #3), Margaret Smutz (Plant #3), Joseph Smith (Tool & Die), V. D. Swick (Screw Machine), Ray Holterhaus (Metal Fab), Walter Rippenkroeger (Plating), Wm. Jamerson (Gold Nib), Marie Briggs (Public Rel.), Florence Amborn (Wks. Mgr. Off.), Chelsea Warson (Cafeteria), Charles Fichtenkört (Pencil), Ernest Skinner (Rec. Insp.), Martin Schlicher (Repair Parts), Louise Eppers (Plastic Fab), Gladys M. Hills (Plant #3), Lois Toops (Mail Room), Jesse Older (Plastic Fab), Helen Ross (Plant #3), Thelma Emerson (Service).

# SHEAFFER'S REVIEW

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Women of the

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Fort Madison, Iowa, U. S. A.

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Mt. Pleasant, Iowa, U. S. A.  
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Goderich, Ontario, Canada

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Melbourne, Australia

Export Division  
Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## There Is A Santa Claus

Eight-year-old Virginia O'Haulon wanted to know if there was a Santa Claus. Her little friends told her there was none. Virginia couldn't believe them so she wrote Charles Dana, noted editor of the New York Sun. On Sept. 21, 1897, there appeared in The Sun, Virginia's letter to the editor and the famous reply which has become a Christmas classic.

Dear Editor—I am eight years old. Some of my little friends say there is no Santa Claus. Papa says "If you see it in the New York Sun it's so." Please tell the truth! Is there a Santa Claus?

Virginia O'Haulon.

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little.

Yes, Virginia, there is a Santa Claus. He exists as truly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be this world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance, to make tolerable this existence.

We should have no enjoyment except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus; but even if they did not see Santa Claus coming down what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus.

The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not; but that's no proof that they are not there. Nobody can conceive or im-

## GOOD HUNTING



Harold Lightfoot (Stockroom and Warehouse) proves there are plenty of quail around if you know where to look for them—and know how to hit them. Harold is shown with his two dogs and the results of a recent trip afield.

## Sheaffer Bowlers To Vie In State Tourney

The Activities Committee will sponsor teams in the men's and women's state bowling tournaments early next year. The women's state meet will be held at the 20th Century Bowling Lanes in Ames, Iowa, Feb. 12, and the men's tournament at Council Bluffs.

In order to be eligible to participate in the state tournament, bowlers must have rolled at least two-thirds of their team games on the clubhouse alleys. The six high bowlers from the men and women's leagues will represent the company in the state tourney.

Final selection of the bowlers who will compete in the tournaments will be made as soon as official entries are received and the state association discloses the dates from which the averages are to be taken.

Imagine all the wonders that are unseen and unseeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest men, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance can push aside that curtain and view and picture the supernatural beauty and glory beyond.

Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding. No Santa Claus! Thank God, he lives, and he lives forever! A thousand years from now, he will continue to make glad the hearts of children, old.

## Service Anniversaries

### — 20 YEARS —

Charles Gillett ..... (Pencil)  
Ernest Bartlett ..... (Gold Nib)  
Floyd Sells ..... (Screw Machine)

### — 15 YEARS —

Jack Asthalter ..... (Sales)

### — 10 YEARS —

Fred Weilbrenner ..... (Gold Nib)  
Walter Martin ..... (Occupancy)  
Ted Wentz ..... (Occupancy)

### — 5 YEARS —

Edith Trainer ..... (Metal Fab)  
Alice Daugherty ..... (Stenographic)

## WE WORK LONGER FOR TAXES THAN FOR FOOD

A recent survey by a private research organization uncovered the fact that during an eight hour day, the average man is likely to work much longer to pay his taxes than he does to buy food.

In addition he probably works nearly twice as long for taxes as for housing costs and four times as long for taxes as he does to meet the costs of clothing and transportation.

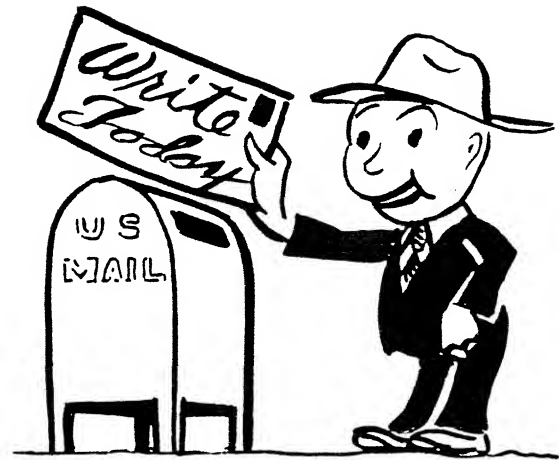
The survey showed that a \$4,500-a-year man spends two hours and 35 minutes of his eight-hour work day to earn enough to pay for taxes. These taxes are both direct and indirect and include those taxes concealed in the cost of many items he buys.

Here's how his working day is divided:

To Earn Money For	Time Required
Taxes	2 hrs. 35 min.
Food	1 hr. 37 min.
Housing	1 hr. 24 min.
Clothing	36 min.
Transportation	42 min.
Medical, Personal Care	23 min.
Reading, Recreation	20 min.
Other Goods, Services	23 min.

# A LETTER WILL BE APPRECIATED!

Here's a revised list of Sheaffer employees in service. Drop them a line during the holidays - - - they'll enjoy hearing from you . . .



BARTLETT, THOMAS F. PFC.  
U.S. 55386109  
Btry. "D" 11-AAA Bn. A.W. (S.P.)  
A.P.O. 541  
% P.M. New York, N.Y.

BERTSCHL, RICHARD D. CPL.  
U.S. 553655506  
264th F.A. Bn.  
A.P.O. 38  
% F.P.M. New York, N.Y.

BLACKSMITH, DALE R. PFC.  
A.S.N. 17 135 680  
2605 NAV TnG. Wg.  
Ellington A.F.B. Texas

BLINDT, KENNETH J. S.R. 324-66-89  
Co. 183- 8 Reg. 83rd Btl.  
U.S.N.T.C.  
Great Lakes, Illinois

BOLTE, EDWARD L. M.M. 3  
U.S.S. Montague A.K.A. 98  
M. Div.  
% S.P.O.  
San Francisco, Calif.

BULLARD, VINCENT PVT.  
U.S. 55313484  
Co. "B" 75th Eng. Bn. (C)  
A.P.O. 20  
% P.M. San Francisco, Calif.

COWLES, FLOYD PFC.  
U.S. 55311877  
E.N.L. Det. TAH  
805 9th A.U.  
A.P.O. 500  
San Francisco, Calif.

EPPERSON, WILLIAM J.  
C.T.S.N. 438-89-57  
Barracks No. 3  
Arlington Barracks, U.S.N.R.S.  
Columbia Pike  
Arlington 8, Virginia

HATTON, WALTER E. 324-25-37  
"E" Division E.M.3  
U.S.S. Point Cruz (CVE-119)  
% F.P.O. San Francisco, Calif.

HETZER, EDWARD A 1/c  
1911- 2 A.A. C.G.  
Lincoln, A.F.B.  
Nebraska

KINCAID, D. L. A 2/c  
17366787  
22nd Field Maintenance Sqdn.  
22nd Bombardment Wing  
March A.F.B. Calif.

KNOX, HAROLD G.  
So. 3 324-31-69  
1st Div.  
U.S.S. Yammen (De.-644)  
% F.P.O.  
San Francisco, Calif.

METCALF, HOWARD L. CPL.  
U.S. 26806013  
Co. "G" 86th Inf. Regiment  
10 Infantry Div.  
 Ft. Riley, Kansas

MURPHY, BERNARD J. A 2/c  
A. F. 17333022  
3530th Mtr. Veh. Sqd.  
Bryan, A.F.B.  
Bryan, Texas

PEITZ, ARTHUR M. A 2/c  
A.F. 17326204  
37th Bom. Sqdn. (L) N/I Box 159  
A.P.O. 902  
% P.M. San Francisco, Calif.

PERRY, ROBERT L. A/3c  
432nd. F.I.S.  
Trux Field  
Madison, Wisconsin

SCHLICHER, JAMES PVT.  
U.S. 55386087  
501st Cml. Depot Co.  
Fort McClellan, Alabama

SLEE, FORREST H. JR. PFC.  
U.S. 55387144  
Co. "S"  
Overseas Replacement Station  
1264th Service Unit  
Camp Kilmer, N.J.

TRUEBLOOD, JOE R. PFC.  
1381796  
Reg. H. & S. Co. 9th Marines  
3rd Marine Division F.M.F.  
% FPO San Francisco, Calif.

WATSON, DARRELL W. S/Sgt.  
349 Iola Place  
San Bernardino, Calif.

WANEY, DONALD G. S.R. 324-21-41  
U.S.S. Oberon A. K. A.-14  
% F.P.M.  
San Francisco, Calif.

REA, GLEN B. A/3c  
A.F. 17383908  
7551st Per Pa Sq.  
A.P.O. 199  
% Postmaster New York, N.Y.

MORRISON, DENNIS C. PVT.  
U.S. 55390607  
R.T. Det #2-2101 A.S.U.  
Fort George G. Meade  
Maryland

SCHMITT, CHARLES D. CPL.  
U.S. 55311846  
H & S Co.  
32nd Eng. Bn. "C"  
Camp Carson, Colorado

## Strictly for Ladies ...

Try this tasty recipe for Burnt Sugar cake. It'll go well during the holidays or any other time for that matter.

### BURNT SUGAR LAYER CAKE

1 2 cup butter	3 8 cup liquid
1-1 3 cup sugar	1 2 cup milk
2 Eggs	1-3 4 teaspoons
4 teaspoons sugar	baking powder
1-3 4 teaspoons	2-1 4 cups cake flour
vanilla	1 4 nutmeats

Note: This is made by combining sugar, vanilla and water. (See Directions).

**DIRECTIONS:** Cream butter. Add first item of sugar and cream thoroughly. Add eggs and beat well. Carmelize second item of sugar and add vanilla and then add enough water to make up amount of liquid shown on next line. Roll nut meats in some of the flour and then sift rest of flour and baking powder together. Add flour mixture and liquid alternately to butter mixture. Fold in nutmeats. Bake 25 min. @ 375° F.

### ICING FOR BURNT SUGAR CAKE

1-1 2 teaspoons sugar	1 2 cup butter
1 8 cup water	1 2 cup light cream
2 3 cup sugar	1 2 teaspoon baking
1-2 3 cup brown	powder
sugar	1 4 cup nutmeats

Carmelize first item of sugar well. Add water. Add this mixture to remaining sugars, butter and cream. Cook to a soft ball. Just before mixture reaches this stage add baking powder. Remove from heat and add nutmeats. Spread between layers, on sides and on top.

## On the Cover



Pretty Pamela Micharlsen believes in sending out king-sized Christmas cards to convey her feelings about the Christmas season. And to do justice to them, she finds a king-sized Sheaffer Snorkel fountain pen just the thing to do the job.

## Bowling League Ends First Half of Season

The Tool Room in the men's league and Gold Nib #2 in the women's league are leading their respective divisions as twenty teams swing into their second round of bowling at the clubhouse.

The women's leading team has lost but four games while winning 26 in the first round while their next closest rival, Office I, has compiled a 20-10 record. The Gold Nib team and its leading bowler, Lorena Wilcox, has also topped all others in high team and series sections. They have a single game of 730 and a high three-game series of 2088. Lorena has the high single game of 210 and the high series with 549.

The men's league is a close contest with the Tool Room currently on top. They've won 18 and lost six, but are closely followed by Pen Assembly 16-8, Tool and Die 15-9, and Pencil I 15-9.

The Tool Room has racked up the high series with a 2531 while Jack Richmond on that team has the high individual series of 572. Pen Assembly has a single team game of 868, just eight pins more than the Tool Room.

Roy Neal (Laboratory) rolling with the Service Team, has high individual game with 230 pins, followed by Orv Richardson (Pencil) 227, and Lou Holterhaus (Tool Room) with 224.

## Sheaffer Gunners Bag Deer In Wyoming, So. Dak.

Four Sheaffer nimrods returned recently from successful deer hunts in Wyoming and South Dakota.

One group, which included Ed McKiernan (Tool & Die), his son Larry, and Floyd Hartman (Service) each bagged a deer in the Black Hills of South Dakota. Ed shot a six point white-tail and Floyd a spike-horn buck. Larry, on his first deer hunting expedition with his dad, brought back a nice doe.

Another group, which included John Hall and George Wells (Tool & Die) returned from Wyoming with five and six point mule deer, respectively.

## 'Baseball' Season On At Tool & Die Plant

The indoor "baseball" season is in full swing at the Tool & Die plant, thanks to the ingenuity of Dale Yantis and Keith Mennen.

The two toolmakers utilized their spare time to produce an elaborate baseball dart board which now provides noontime and rest period recreation for the boys at the Tool & Die plant. The board is approximately four feet square and is painted to depict a baseball diamond, complete with bases.

Merry Christmas

and a

Happy New Year

